



## The definitive book of branding [

Kompella, Kartikeya,

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Monografía

With the growing body of knowledge on branding, there are now more facets of branding that brand custodians need to know than ever before. A unique compilation of branding experts, The Definitive Book of Branding addresses the needs of branding professionals across the world. The book walks the reader through the different ways in which brands drive the company's strategy, bring meaning to employees, instil passion in consumers, and maintain their appeal over time and across countries. It does not look only at the marketing aspect of brands but also at the organizational aspects of branding, which provides a holistic approach to the subject

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**Contenido:** Foreword -- Preface -- Building blocks -- The essence of positioning / Al Ries -- Creating meaningful brands : how brands evolve from labels on products to icons of meaning / Mark Batey -- From niche to mainstream -- The power of words and stories / John Simmons -- All together now : the new and vital strategy of "community" / Douglas Atkin -- What it really means to be a challenger in today's world / Adam Morgan -- Building brand authenticity / Michael B. Beverland -- The most important brand question : how does it make them feel? / Daryl Travis -- Brands and innovation / Jean-Noel Kapferer -- Branding with a cause / Kartikeya Kompella -- Branding beyond marketing -- Living the brand / Nicholas Ind -- Employer brand management / Richard Mosley -- Global branding : strategy, creativity, and leadership / Sicco van Gelder -- Brand valuation : identifying and measuring the economic value creation of brands / Jan Lindemann -- Together we stand -- Co-branding / Tom Blackett -- The guide to co-creation / Clare Fuller and Arunima Kapoor -- Building brands on belief -- What Chatterjee said : designing brands from the inside out / Patrick Hanlon -- Passion brands: the extraordinary power of brand belief / Helen Edwards and Derek Day -- Lovemarks in the age of now / Kevin Roberts -- Index -- About the editor and contributors

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